

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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BREATHE LA Launches New Updated Website

The new, modernized website allows visitors to better access and navigate BREATHE LA's digital information and resources

LOS ANGELES, CALIF., February 13, 2020 – [BREATHE California of Los Angeles County \(BREATHE LA\)](#) today announced the launch of its newly redesigned website to the general public. The new website allows visitors a more comprehensive overview into BREATHE LA's programs, advocacy work, initiatives and history. New website features include live social media feeds, the *Breathe Easier*™ blog, and current event and sponsorship information, to name a few.

"We are thrilled to launch our new website and to make our resources easier to access and more readily available to local communities of all backgrounds across Southern California," says BREATHE LA's President and CEO Marc Carrel. "Our organization has been a part of the region for over 100 years and our updated website is a modern display of what we represent and the work we do."

The website was designed in keeping with BREATHE LA's mission and vision, incorporating responsive and clean design, easier access to services and resources, and improved functionality. BREATHE LA will continue to promote and provide information on lung health and clean air education and awareness through the new platform.

"The website is now more-user friendly and gives a contemporary visual look into all the work that we do here at BREATHE LA," says Carrel. "We encourage visitors to the website to spend time getting acclimated to the updated sections and to utilize all the new resources."

The new design for the website was co-created by the web design company [Enthusiast Inc.](#) in conjunction with BREATHE LA. Enthusiast is a California-based company that specializes in custom web design solutions, with a team of highly respected web design experts providing exceptional and individualized web design services. "Working with BREATHE LA was a not only a great partnership but an overall rewarding experience for our company, as we stand behind their work as a nonprofit organization," says Paul Ekstrand, Enthusiast CEO.

The website will be monitored regularly with timely updates about our programs, upcoming events, news, opportunities for public engagement, and original content, furthering BREATHE LA's mission of research, education and technology. Explore the website at <http://www.breathela.org/>.

About BREATHE LA

BREATHE California of Los Angeles County (BREATHE LA) is a 501(c)(3) nonprofit organization promoting clean air and healthy lungs in Southern California through research, education, advocacy, and technology. BREATHE LA provides environmental health screening, education, and empowerment programs to communities most impacted by alarming chronic lung disease rates and the region's air quality, which is the worst in the nation. The organization pursues its mission by educating youth, patients and the general public, engaging the community,

advocating for changes to public policy, and supporting clinical and public health research. To learn more about BREATHE LA, visit www.breathela.org.

About ENTHUSIAST, INC.

Enthusiast is a California-based company that has serviced over 500 clients in the past 20 years since its inception, by developing a website for each client that's easy-to-use, secure, flexible, and overall great. They are web design experts with years of experience, creativity, and innovative ideas to ensure small home-grown shops, to large multi-national corporations, are capturing and responsive to their audience. To learn more about Enthusiast, visit <https://www.enthusiastinc.com/>.

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